



BTEC Assignment Brief

Qualification	Pearson BTEC Level 3 International Subsidiary Diploma in Business Pearson BTEC Level 3 International Foundation Diploma in Business Pearson BTEC Level 3 International Diploma in Business Pearson BTEC Level 3 International Extended Diploma in Business
Unit number and title	Unit 27: International Logistics
Learning aim	A Understand logistics and the supply chain in national and international contexts
Assignment title	International logistics and supply chain management – a small firm perspective
Assessor	
Issue date	
Hand in deadline	

Vocational Scenario or Context	You are on a work experience placement in the Small Business Division of <i>Zenith Business Consultancy Ltd</i>. The Small Business Division provides guidance and support for new and established small and micro businesses. The growth of the internet has resulted in a number of exciting business opportunities for small firms to sell their products internationally but many of these firms lack the knowledge of how this could be organized to maximize the benefits of selling in overseas markets. A Project Team has been established in the Small Business Division to provide support for those small firms who are considering selling in overseas markets. The first task is to organize a business conference targeted at these small firms. The conference will be organised around a series of specialist seminars which will consider different aspects of selling goods overseas. Small firms do not have the capacity to operate their own transport fleet to supply goods internationally, so they have to engage the services of specialist international transport businesses. In some instances this may involve the small business renting warehouse space from the international logistics company. One of the seminars at the conference will therefore focus on the various features of international logistics including the supply chain.
---------------------------------------	--



Task	The Project Team Leader has asked you to design a leaflet which could be distributed at the seminar on <i>International logistics and supply chain management</i>. Your leaflet should cover the following aspects: • The factors that must be taken into account by small firms when selling goods overseas: - o Opportunities - o Challenges - o Risks • The differences between national and international logistics with reference to factors such as: - o Types of transportation - o Supply chain management - o Risks • How international logistics companies can reduce the risks and improve the efficiency of transporting goods abroad. This should include an explanation of the different roles and responsibilities of: - o an international logistics company transporting goods on behalf of a small firm - o a small firm who has engaged the services of an international logistics company Your leaflet should be prepared on an A4 sheet, divided into three pages and printed on both sides. Charts and diagrams can be incorporated into the leaflet to explain the features of international logistics and supply chain management.
Checklist of evidence required	A leaflet to be presented at a business seminar on <i>International logistics and Supply Chain Management</i> aimed at small firms

Criteria covered by this task:	
Unit/Criteria reference	To achieve the criteria, you must show that you are able to:
27/A.D1	Evaluate the impact of factors on logistics and the supply chain.
27/A.M1	Analyse factors that impact logistics and the supply chain.
27/A.P2	Explain factors affecting logistics.
27/A.P1	Explain logistics and the role of the supply chain.
Sources of information to support you with this Assignment	What is Logistics Management? Definition & Importance in Supply Chain AIMS UK - YouTube (https://www.youtube.com/watch?v=4-QU7WiVxh8) Top 5 Trends In The Supply Chain For Small And Medium Sized Businesses To Follow In 2021- YouTube (https://www.youtube.com/watch?v=ANggDSyylAM) Logistics Management 101: A Beginner's Guide - ProjectManager.com (https://projectmanager.com/blog/logistics-management-101)
Other assessment materials	N/A



attached to this Assignment Brief	
--	--